

5 **SYSTEM AND METHOD FOR BUSINESS GOAL-OPTIMIZATION WHEN
CUSTOMER DEMAND CANNOT BE SATISFIED**

ABSTRACT OF THE DISCLOSURE

Systems and methods are provided through which the quantity of one or more
10 items in a customer order are reduced in reference to a function of inverse probability of
vendor profit and in reference to a reasonable margin of a target time predetermined by
the customer, when the customer order cannot be produced within the margin. The
reduced item quantities update the corresponding items in the customer order, and the
items in the customer order are produced accordingly, such that the objective of the
15 business goal is met or not sacrificed.

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